

EXHIBIT A

October 8, 2013

A Proposal For:

The City of Keller, Texas
Parks and Recreation Department

Parks, Recreation, and Open Space Master Plan Update



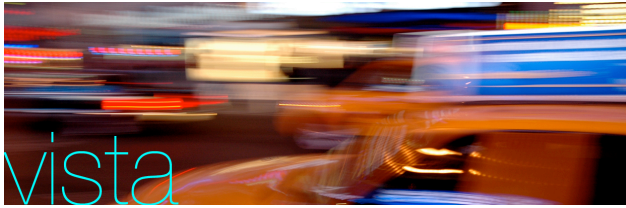
Submitted By:



E. Mitchell Wright ASLA, AICP, LEED AP
Vista Planning & Design



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Livable Plans & Codes



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October 8, 2013

Ms. Dona Roth Kinney, CPRP
Director of Parks and Recreation
City of Keller
Keller Town Hall
1100 Bear Creek Pkwy
Via email; Dona Kinney; dkinney@cityofkeller.com

Re: Keller Parks, Recreation, and Open Space Master Plan Update
Scope of Work and Fee Proposal for an update of the project referenced above

Dear Dona;

Vista Planning & Design with Livable Plans and Codes is pleased to provide the following scope of services and fee proposal for the City of Keller Parks, Recreation and Open Space Master Plan Update. This proposal has been developed based on our conversation and the anticipated scope required to complete the project. We fully understand the goals as you described regarding achieving an action driven plan that is easily understood and implementable. It will build upon the previous work and will address the current and future developments and market conditions while addressing the current needs of the residents.

The proposal includes the following for your consideration:

1. Detailed scope of services in this proposal
2. Summary of proposed fees
3. Summary of reimbursable expenses

1. Detailed Scope of Services in This Proposal

A. Project Startup, Data Collection, Protocols & Communications

Tasks:

- o Initial meeting with city staff to refine scope, deliverables, schedule, and responsibilities.
- o Refinement of overall public engagement strategy and Identification of key stakeholder groups.
- o All background information including GIS, reports, plans, surveys, aerials, relevant ordinances etc., in digital format.
- o Half day of meeting(s) and remainder of the day touring the city with knowledgeable staff.

B. Background Information Review and Assessment

Tasks:

- o Read and discuss with City all relevant plans, studies, reports and develop list of issues and opportunities.
- o Identify graphical information that is in need of adding, updating or clarifying whether it is in plans or data charts.

Deliverables:

Brief summary of background information and a preliminary list of Issues and opportunities carried forward from previous planning efforts.

C. City Meetings

Tasks:

- Based on an assessment of the existing context, set up meetings with city manager, parks department, and community development department to develop a list of major issues, opportunities and policy recommendations. (1/2 day meeting plus prep time with follow-up conference call)
- Identify and assemble contact information for all major stakeholders, interest groups, and other organizations important for the outreach strategy.
- Identify from the previous planning, action items not accomplished and items that have been accomplished.

Deliverables:

Brief on status of previous planning actions. Identification of current issues and opportunities moving forward.

D. Stakeholder Meetings; One Day

Tasks:

- Prepare for and perform meetings with the previously identified major stakeholders to solicit feedback on city parks and facilities.
- In the meetings address current park conditions and needs, and stimulate the generation of new ideas.
- Conduct meeting with Parks Board to document their priorities and concerns.

Deliverables:

Brief on Stakeholder and Parks Board feedback

E. Public Engagement

Tasks:

- Develop a strategy to involve the public in a feedback program reaching out to the residents with multiple types of media and outreach techniques.
 - Project announcement: General announcement of the project to the public with opportunities to be involved and schedules. City to provide and/or contact neighborhood groups and organizations.
 - Utilize the tools below to assist with public meetings and solicit feedback and important data.
 - Mind Mixer or similar web-based platform for community-wide engagement through a variety of social media access points.
 - Instant polling with each public meeting
- Deliver surveys to the public through these conduits for more formal question and feedback.
- Conduct the outreach for a determined period of time to gather resident feedback.
- Conduct public meeting #1 to present the issues and opportunities and solicit input from the public. Facilitate one exercise or survey at that meeting to generate feedback and new ideas.
- Conduct public meeting #2 (After Task G, City Discussion on Draft) as a final presentation to solicit public input and feedback. All comments will be carried forward to the work session and presentation to the Parks Board and Planning and Zoning Commission.

Deliverables:

Brief on all communications and survey results regarding feedback from the residents expanding the overall public engagement reporting of the project. Priority actions and amenities to be addresses including top priority parks for improvements.

F. Draft Revised Parks, Recreation, and Open Space Master Plan

Tasks:

- Develop a revised set of recommendations and modifications to the parks master plan and coordination with the City's land use plan update, maps, and implementation recommendations.
- Present a preliminary set of maps.
- Bubble Diagrams and written narratives for all parks.



- o Top priority park(s) to have an initial concept plan
- o Develop a priority list of amenities.

Deliverables:

Draft Parks, Recreation, and Open Space Master Plan Update document with maps. Bubble diagrams for all parks and initial conceptual plans for top priority park(s).

G. City Staff Discussions on Draft

Tasks:

- o Through two meetings or phone calls, discuss the draft plan and solicit feedback from city staff. One round of revisions.

Deliverable:

Revised draft plan document based on city staff discussion and feedback.

H. Joint Work Session and Formal Recommendations; Parks Board and Planning and Zoning Commission (One work session, two formal meetings)

Tasks:

- o After a final presentation in a public forum (under Task E), conduct a joint work session with Parks Board and Planning and Zoning Commission to review entire document.
- o Final comments from final public forum to be reviewed and discussed.
- o Final revisions outlined and decided upon.

Deliverables:

Final Draft of the Parks, Recreation and Open Space Master Plan Update.

Final presentations to Parks Board and Planning and Zoning Commission for formal recommendation to City Council.

I. Joint Parks and Recreation Board & City Council Work Session and Approval (One work session, one formal meeting)

Tasks:

- o Conduct work session with the City Council to review all documents and comments from the public engagement, Parks Board, and Planning and Zoning Commission.
- o Finalize all elements of the update.
- o Formal presentation to City Council for adoption

Deliverables:

Final approved Parks, Recreation, and Open Space Master Plan Update

Complete digital files for the City to reproduce as needed

2. Summary of Fees

The scope above represents the discussions to date on the expectations from the City. Additional consulting that may be deemed important can be estimated with formal detailed proposal.

Proposed project fees are based on an estimated amount of time of tasks performed by Vista Planning & Design and Livable Plans and Codes. Our fees are based on \$135.00.00 per hour. The fee listed below represents a lump sum fee. Additional services that are services not explicitly described in this proposal may be contracted for upon request.

A. Project Startup, Data Collection, Protocols & Communications_____	\$2,970.00
B. Background information Review and Assessment_____	\$3,510.00
C. City Meetings_____	\$1,890.00
D. Stakeholder Meetings; One Day_____	\$2,970.00
E. Public Engagement_____	\$11,070.00
F. Draft Revised Parks, Recreation, and Open Space Master Plan_____	\$17,550.00
G. City Staff Discussions on Draft_____	\$3,510.00
H. Joint Work Session; Parks Board and P & Z Commission_____	\$2,565.00
I. City Council Work Session and Approval_____	\$1,890.00



TOTAL FEE_____ \$47,925.00
 Estimated travel expenses_____ \$2,000.00
 TOTAL PROJECT FEE_____ \$49,925.00

Receipt of the signed contract will be required to initiate the contract. In addition the following support services and items are to be provided by the City.

- Reproduction plotting and mounting costs
- Room Rental for public presentations
- Digital projector provision
- Refreshments for public forums
- Online Internet services necessary for public engagement such as MindMixer

Note that if the City elects to use an online service, the fee from the service provider is approximately \$7,200 for an annual subscription.

Public notification, flyers, web updates

Invoices will be billed monthly based on percentage of work completed.

We would like to thank you for the opportunity to submit this proposal for master planning services for this project. We look forward to working with you and earning your trust and your work in the future. We would be happy to discuss with you any items outlined above at your convenience and are ready to proceed immediately with all necessary resources to meet your overall schedule.

City of Keller, Texas Parks, Recreation, and Open Space Master Plan Update	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11
Project Startup, Data Collection, Protocols, Communication											
Background Information Review and Assessment											
City Meetings											
Stakeholder Meetings											
Public Engagement											
Draft Report											
City Staff Discussions on Draft											
Joint Work Session											
City Council Work Session and Approval											
Progress Reports Furnished at Interim Stages and Completion Stages											
Schedule Subject to change											

Best Regards;

E. Mitchell Wright, ASLA, AICP, LEED AP
 President
 Vista Planning & Design

Jayashree Narayana, AICP, GNU-A
 Principal
 Livable Plans and Codes